

Claims:

1. A method of enabling to offer an information distribution service to an individual, the method comprising:

5 electronically presenting to the individual a plurality of information services of different providers, each service being respectively offered by one or more providers; receiving a request from the individual for a specific one of the services; and, enabling a selected provider to provide the specific service to the individual.

10 2. The method of Claim 1, further comprising: providing the individual with an electronic content distribution interface presenting the services.

15 3. The method of Claim 1, further comprising: maintaining a database comprising records associated with the one or more providers offering the specific service; creating a profile of the user; and, comparing the records and the profile to determine the selected provider.

20 4. The method of Claim 1, wherein the selected provider is determined on the basis of the geographical location of the individual.

25 5. The method of Claim 1, wherein the presenting does not enable the individual to identify the one or more providers offering one of the services.

6. The method of Claim 1, further comprising: enabling to identify one or more providers offering one of the services.

30 7. The method of Claim 1, further comprising: creating a profile of the individual; and, enabling disclosing part of the profile to other individuals.

8. The method of claim 1, wherein the service is provided to increase market shares.

9. A device for enabling an information distribution service, the device comprising:

5 presentation means for providing an electronically presentation of a plurality of information services of different providers to an individual, each information service being respectively offered by one or more service providers;

a database of records of information services and respective providers; and,

selecting means for, upon selection of the individual of a specific service,

10 enabling a selected provider to provide the specific service to the individual.

10. The device of claim 8, further comprising:

means for storing a profile of the individual; and,

15 wherein the selecting means determines the provider based on a comparison of the profile and selected records of service providers.

11. The device of Claim 8, further comprising:

20 a customizing application for configuring a device of the individual to receive the specific service.

12. The device of Claim 8, further comprising:

a mapping application for determining a new profile of the individual based on a new geographical location and the stored profile of the individual.

25 13. A software application comprising instructions for carrying out a method of providing a service to an individual, the method comprising:

electronically presenting to the individual a plurality of information services of different providers, each service being respectively offered by one or more providers; and,

30 upon reception of a request from the individual for a specific service,

enabling a selected provider to provide the specific service to the individual.